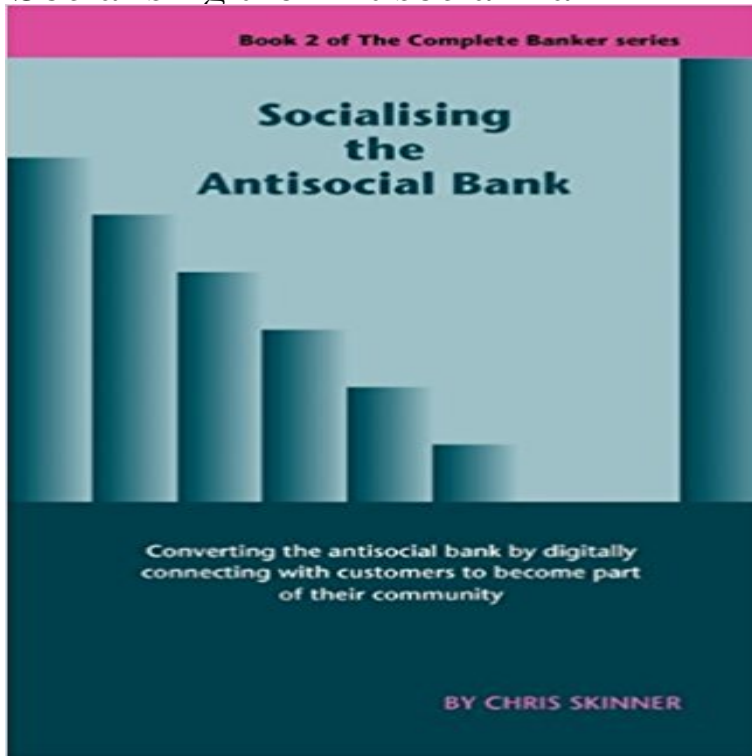


# Socialising the Antisocial Bank



Most banks are anti-social. They don't engage with customers to delight or exceed their expectations, mainly because customers don't expect anything different. That doesn't mean it cannot change. The social media revolution is rapidly turning this planet on its head. So, if you want to work out how to be a social bank and connect with your targeted communities of customers, this is a short guide as to how to do it. The Complete Banker series of books is based upon Chris Skinner's influential blog. The series is split into key themes covering retail, commercial and investment banking and the way they are being changed by economics, politics, technology and society. For the amateur and the expert, the knowledgeable and those seeking knowledge, the Complete Banker series provides you with the truth about the banking. Not just the truth, the whole truth and nothing but the truth ... but the Complete Truth.

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